

IN THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application. Insertions are shown by underlining and deletions are shown by either strike-through or double brackets. Please amend the claims as follows:

1. (currently amended) Using a computer system with access to electronically retrievable content in digital form, a method of providing content in response to a request, comprising:
receiving a request for specific host content;
obtaining the host content;
formulating a search query based on the host content, wherein the search query is
~~dependent upon~~ based on the host content obtained;
applying the search query to a search engine to search an index of guest content;
identifying guest content associated with the host content based on the search query in the
index of guest content; and
providing the host content and including at least a reference to at least some of the guest
content ~~search query results~~ with the host content ~~returned~~ in response to the request.
2. (original) The method of claim 1, wherein a host content summary is used as the search query.
3. (currently amended) The method of claim 1, wherein the host content is requested from a user system via an HTTP request including a URL referencing the host content, wherein the search query is a string of one or more keywords to which the host content relates, and wherein the guest content comprises one or more of advertisements, ~~potentially~~ related content references and context-specific page features.
4. (previously presented) A method of generating content for an electronic content access system wherein requests for host content are received and responses to such requests

include at least references to the host content requested and at least references to guest content related to the host content requested, the method comprising:

- obtaining host content from sources external to the electronic content access system;
- importing the obtained host content to a host content database;
- associating at least some of the host content with terms in a host content dictionary;
- associating at least some of the host content with nodes of a host content taxonomy,
 - wherein the host content taxonomy is a hierarchy of topics;
- distilling the host content to derive host content summary data representing a
 - summarization of the host content;
- storing the host content summary data in a first indexable structure; and
- storing guest content in a second indexable structure, the second indexable structure
 - configured such that a search query derived from the host content summary data for the host content requested can be applied as a search against the second indexable structure to retrieve guest content related to the host content requested without requiring that each host content object have a preassociated link with guest content to be provided in response to the request for host content.

5. (original) The method of claim 4, wherein the terms in the host content dictionary comprise one or more words.

6. (original) The method of claim 5, wherein at least some of the terms in the host content dictionary comprise more than one word, with the more than one word having an order among the words.

7. (original) The method of claim 4, wherein some host content is associated with more than one node of the host content taxonomy.

8. (original) The method of claim 4, wherein distilling uses the contents of the host content dictionary and host content taxonomy.

9. (original) The method of claim 4, wherein the host content summary data is usable as the search query to be applied against the guest content.

10. (previously presented) A content display, implemented by a computing device capable of displaying data retrieved over a network, the content display comprising:
host content that is obtained over the network in response to a request initiated by the computing device, wherein the request includes a reference to the host content being requested; and
guest content that is obtained over the network and is determined in part by the results of a search of a guest content corpus done following receipt of the request by a host server wherein the search of the guest content corpus is based on search parameters that are based at least in part on a host content summary and the host content summary is based at least in part on a taxonomy path representing a node in a host content taxonomy with which the requested host content is associated, and terms in a host content dictionary with which the request host content is associated.

11. (original) The content display of claim 10, wherein the reference to the host content is a URL and the request is an HTTP page request.

12. (original) The content display of claim 10, wherein the host content summary data is usable as the search query to be applied against the guest content.